



04-C -0703

CITY OF ATLANTA

SHIRLEY FRANKLIN
MAYOR

55 TRINITY AVENUE, S.W.
ATLANTA, GEORGIA 30335-0300
TEL (404) 330-6100

April 14, 2004

President Cathy Woolard and
Members of Atlanta City Council
City Hall, Suite 2900 South
68 Mitchell St., S.W.
Atlanta, Georgia 30303


RE: Civilian Review Board Appointment

Dear President Woolard and Members of the Council:

It is a pleasure for me to appoint Andrew McCaskill to serve as a member of the Civilian Review Board for the City of Atlanta. This appointment is for a **term of two (2) years**.

I am confident that Andrew McCaskill will serve the Civilian Review Board with integrity and dedication.

Sincerely,



Shirley Franklin

ANDREW M. McCASKILL

Tuesday, April 13, 2004

Mr. Derrick Williams, Office of the Mayor
City of Atlanta
55 Trinity Avenue
Atlanta, Georgia 30303

Dear Derrick:

My name is Andrew McCaskill, and I am applying for a volunteer post on one of the city's boards and commissions. I am a legal resident of the city of Atlanta in southwest Fulton County and feel my past history of civic involvement and community leadership would make me a viable candidate for such a position.

I am a registered and avid voter, I own a home in the city of Atlanta and I work in the city, as well. Educated at Morehouse College, I have lived in Atlanta for more than nine years and am personally and financially invested in the city's growth and development.

Professionally, I am an account supervisor in the financial services technology sector and the youngest junior executive in my firm's twenty-seven year history. I am an accomplished relationship and personnel manager with a decade of communications experience spanning broadcast and print journalism, public relations and brand marketing including stints in the communications departments of global marketing and branding leaders, The Coca-Cola Company and Turner Broadcasting.

My community involvement includes the Board of Directors for The Giving Tree, an Atlanta-based non-profit organization whose goal is to work in conjunction with the Department of Human Resources to find permanent, loving homes for children in foster care. Likewise, I am an active volunteer with and financial supporter of such agencies as The Young Adult Guidance Center, an agency that prepares adolescent males without families for life after being wards of the state, and The United Way of Metropolitan Atlanta, where I am the youngest member of the African-American Partnership's advisory council for leadership giving.

I would welcome the opportunity to serve my community and city on one of its many boards and commissions and am very happy to serve wherever your team feels I am needed. Thank you in advance for your consideration.

Sincerely,

Andrew McCaskill

ANDREW M. MCCASKILL

EXPERIENCE

WILLIAM MILLS & ASSOCIATES | ATLANTA, GA | 8/99 – PRESENT

Senior Account Agent | Key Accounts | 9/01 – PRESENT

Lead strategy development for all banking and mortgage technology clients for a team of five. Lead public relations efforts for Agency's largest and most critical to business development accounts. Manage account service for marquee clients totaling more than \$420,000 in yearly billing. Responsible for developing and facilitating media training and messaging development for new clients.

- Developed results oriented executive positioning campaign by writing, editing and placing by-lined articles in target publications.
- Negotiated successful corporate launch for British technology company in the U.S. market; more than \$500,000 in press.
- Through economic downturn, maintains a four-year, 90 percent client retention rate.

Account Agent | Key Accounts | 2/00 – 9/01

Led public relations campaigns for five accounts. Consistently developed media relations campaigns and transitioned tactical account service to junior account managers. Developed messaging audit platform for Agency. Procured multiple page media placements in industry standard publications. Developed relationships with three clients that resulted in standing new business references for Agency, as well as featured case studies on Agency Website.

- Developed/presented proposal for internship program to board. Interviewed, hired, mentored, supervised 8 college students to date. The internship program has also become an effective recruitment tool.

Account Coordinator | 8/99 – 2/00

Provided clerical support to account managers including monthly and weekly client activity reports, development of multi-media presentations, organizing events/meetings related to internal education and training programs. Managed client media placements and valuation database. Wrote press releases, feature articles and press kit materials.

AOL TIME-WARNER | ATLANTA, GA | 5/99 – 8/99

MARKETING & PROMOTIONS ASSISTANT | TURNER BROADCASTING SATELLITE TELEVISION DIVISION

Senior production assistant for Dish Network's coverage of *Champions on Ice* and *1999 Goodwill Games*. Managed team of 40 volunteers packaging and delivering gifts for Trumpet Awards Spouses and Sponsors Banquette and celebrity room drop.

THE COCA-COLA COMPANY – NORTH AMERICA | ATLANTA, GA | 6/98 – 3/99

NATIONAL MARKETING AND PROMOTIONS INTERN/CO-OP | YOUTH BRANDS

Assistant project manager for three-city concert and sampling tour. Coordinated procurement and distribution of premium items for promotional events. Coordinated model search for trade show. Wrote copy for national radio promotion. Assisted in the development of customer-specific consumer promotions. Provided input to the development of promotional creative material to ensure communication accuracy and effectiveness.

COMMUNITY INVOLVEMENT

BOARD OF DIRECTORS | **THE GIVING TREE** | Marketing Committee & 2003 Silent Auction and Gala Sub-committee

DONOR & ADVISORY COUNCIL MEMBER | **UNITED WAY METRO ATLANTA** | African-American Partnership for Giving

APPOINTED MEMBER | **UNITED WAY METRO ATLANTA** | Fulton County Community Investment Dispersment Committee

EDUCATION

MOREHOUSE COLLEGE | ATLANTA, GA

Bachelor of Arts – English & Political Science (Magna Cum Laude)

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(Do Not Write Above This Line)

A COMMUNICATION
BY MAYOR SHIRLEY FRANKLIN

A COMMUNICATION APPOINTING
ANDREW MCCASKILL AS A MEMBER
OF THE CIVILIAN REVIEW BOARD
FOR A TERM OF TWO
(2) YEARS. EFFECTIVE UPON
COUNCIL CONFIRMATION.

First Reading

Committee _____
Date _____
Chair _____
Referred To _____

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

- ☐ CONSENT REFER
☐ REGULAR REPORT REFER
☐ ADVERTISE & REFER
☐ 1st ADOPT 2nd READ & REFER
☐ PERSONAL PAPER REFER

PRE AGENDA

Date Referred 4/19/2004

Referred To: FLE: C.O.C.

Date Referred

Referred To:

Date Referred

Referred To:

FINAL COUNCIL ACTION

☐ 2nd

☐ 1st & 2nd

☐ 3rd

Readings

☐ Consent

☐ V Vote

☐ RC Vote

CERTIFIED

MAYOR'S ACTION